

Name _____

Period _____

Presenting the Product

Ch 14 Sec 1 – Presenting the Product

The Goal of the Presentation

- _____

- To do this, follow these guidelines:

Show and Tell

- _____ that match needs.
- Begin by showing a _____ product.
- Show _____ products at a time
- _____ about the product's _____
- Use _____ adjectives and _____ verbs.
- Use _____ – words the average customer can understand.

Make the Presentation Come Alive

- _____ the product _____ and handle with _____
- _____ the product _____ helps build customer confidence.
- Use _____ such as _____, models, photos, _____, charts, _____, testimonials, warranty information

Involving the Customer

- If possible _____ – hold it, try it on, _____ it, etc.
- Involve the customer _____.
- _____ your customer's attention by _____.